


05-24-2006

<p style="font-size: 2em; font-weight: bold;">5.15.06</p> <p style="text-align: right; font-weight: bold;">RECORD, TRA</p>	 <p style="font-size: 1.5em; font-weight: bold;">103243749</p>	
To the Director of the U. S. Patent and Trademark Office at the new address(es) below.		
<p>1. Name of conveying party(ies)/Execution Date(s): Conopco, Inc.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State <input type="checkbox"/> Other _____</p> <p>Citizenship (see guidelines) <u>New York</u></p> <p>Execution Date(s) <u>April 26, 2006</u></p> <p>Additional names of conveying parties attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Additional names, addresses, or citizenship attached?</p> <p>Name: <u>Lornamead Brands, Inc.</u></p> <p>Internal Address: <u>175 Cooper Avenue</u></p> <p>Street Address: _____</p> <p>City: <u>Tonawanda</u></p> <p>State: <u>NY</u></p> <p>Country: _____ Zip: <u>14150</u></p> <p><input type="checkbox"/> Association Citizenship _____ <input type="checkbox"/> General Partnership Citizenship _____ <input type="checkbox"/> Limited Partnership Citizenship _____ <input checked="" type="checkbox"/> Corporation Citizenship <u>Delaware</u> <input type="checkbox"/> Other _____ Citizenship _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment)</p>	
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p>	<p>4. Application number(s) or registration number(s) and identification or description of the Trademark.</p> <p>A. Trademark Application No.(s) _____ B. Trademark Registration No.(s) _____ See Schedule A</p> <p style="text-align: right;">Additional sheet(s) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): _____</p>	
<p>5. Name & address of party to whom correspondence concerning document should be mailed: Name: <u>Neal L.Slifkin</u></p> <p>Internal Address: <u>Harris Beach PLLC</u></p> <p>Street Address: <u>99 Garnsey Road</u></p> <p>City: <u>Pittsford</u></p> <p>State: <u>NY</u> Zip: <u>14534</u></p> <p>Phone Number: <u>(585) 419-8636</u></p> <p>Fax Number: <u>(585) 419-8813</u></p> <p>Email Address: _____</p>	<p>6. Total number of applications and registrations involved: 9</p>	<p>7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ <u>240.00</u></p> <p><input type="checkbox"/> Authorized to be charged by credit card <input type="checkbox"/> Authorized to be charged to deposit account <input checked="" type="checkbox"/> Enclosed</p>
<p>8. Payment Information:</p> <p>a. Credit Card Last 4 Numbers _____ Expiration Date _____</p> <p>b. Deposit Account Number <u>08-0865</u> Authorized User Name _____</p>		
<p>9. Signature: <u>Neal L. Slifkin</u> <u>5/11/06</u> Signature Date</p> <p style="text-align: center;">Neal L. Slifkin</p> <p style="text-align: center;">Name of Person Signing</p> <p style="text-align: right;">Total number of pages including cover sheet, attachments, and document: 4</p>		

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

05/23/2006 DBYRNE 00000212 857632

01 FC:8521 40.00 DP
02 FC:8522 200.00 DP

05-15-2006

U.S. Patent & TMO/TM Mail Rcpt Dt. #72

TRADEMARK
REEL: 003343 FRAME: 0423

SCHEDULE A

<u>TRADEMARKS</u>	<u>REGISTRATION NOS.</u>	<u>REGISTRATION DATES</u>
AQUA NET	857,632	24-Sep-2008
FINESSE	2,751,188	12-Aug-2013
FINESSE	1,256,560	08-Nov-2003
FINESSE TOUCHABLES	2,263,556	20-Jul-2009
FINESSE	1,255,753	01-Nov-2013
SOMETIMES YOU ...	1,345,463	02-Jul-2005
FINESSE	1,486,618	03-May-2008
FINESSE PLUS	1,919,193	19-Sep-2005
FINESSE	2,112,398	11-Nov-2007

**GENERAL INTELLECTUAL PROPERTY AND
TECHNOLOGY ASSIGNMENT**

This GENERAL INTELLECTUAL PROPERTY AND TECHNOLOGY ASSIGNMENT is made this 26th day of April, 2006 (this "Assignment"), by CONOPCO, INC., a New York corporation, with an office at 33 Benedict Place, Greenwich, Connecticut 06830 ("Assignor"), to LORNAMEAD BRANDS, INC., a Delaware corporation, with an address at 175 Cooper Avenue, Tonawanda, New York 14150 ("Assignee").

WHEREAS, pursuant to the terms of the Asset Purchase Agreement dated as of March 24, 2006 (the "Asset Purchase Agreement"; capitalized terms used but not defined in this Assignment shall have the meanings assigned to them in the Asset Purchase Agreement), between Assignor and Assignee, Assignor has agreed to sell, transfer, assign and deliver, or cause the Seller Affiliates to sell, transfer, assign and deliver, to Assignee the Transferred Intellectual Property and Transferred Technology.

NOW, THEREFORE, in consideration of the premises contained herein and in the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor by these presents does hereby sell, assign, transfer and set over unto Assignee, its successors, legal representatives and assigns all its common law and statutory right, title and interest in the Transferred Intellectual Property and the Transferred Technology.

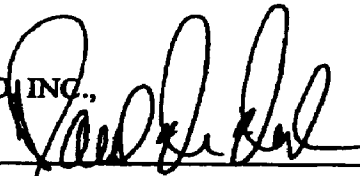
Assignor shall execute such individual confirmatory assignment deeds, change of name or address certificates or other documents prepared by Assignee, at Assignee's expense, necessary for the effectuation or recordation of this Assignment.

This Assignment shall be effective as of the date first above written.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by Assignor's duly authorized officer and its seal to be affixed as of the date first above written.

CONOPCO, INC.,

by



Name: Paul McMahon
Title: Vice President

[[NYCORP:2595897]]

Certificate of Mailing By "Express Mail"

"Express Mail" Mailing Label Number: EV 818294050 US

Date of Deposit: May 12, 2006

I hereby certify that this correspondence is being deposited with the United States Postal Service "Express Mail Post Office To Addressee" service with sufficient postage on the date indicated above and is addressed to: Mail Stop: Assignment Recordation Services, Commissioner for Trademarks, P.O. Box 1451, Alexandria, Virginia 22313-1451.

Name of Person Signing Certificate: Marilyn Tillman

Signature: Marilyn Tillman

Date of Signing: May 12, 2006